

## CASE STUDY:

## PRIORITY DISPATCH | POLICE STRATEGY FORUM



### Overview

#### Strategy Networks

Strategy Networks' forums bring together the finest thought leaders from across different industries to share ideas and help improve key aspects of their organisations. They are a little less formal than traditional conferences, bite-sized presentations and workshops enable leaders to benchmark and share best practice, whilst pre-booked meetings with topical vendors open the door to ongoing business relationships.

#### Priority Dispatch

For nearly 50 years, Priority Dispatch has been making an impact on emergency dispatch worldwide. The Priority Dispatch System is a structured Emergency Dispatch system that relies on protocols developed and researched by the International Academies of Emergency Dispatch, an organisation responsible for setting the standards that tens of thousands of emergency dispatchers worldwide recognise and honour.

***"The remote meetings were invaluable. They helped us understand exactly who we'd be meeting, what mattered to them, and where the real opportunities were."***

*Jonny McMullan, UK & EU Client Support & Sales Representative*

### How did Priority Dispatch engage with policing leaders?

Priority Dispatch took part in a series of remote one-to-one meetings before the forum with attending senior police leaders, including chief officers and directors. These conversations helped the team understand delegate responsibilities, identify shared priorities and prepare effectively before arriving onsite. They also enabled Priority Dispatch to assess where there was immediate relevance and where future opportunities may develop.

Across the pre-forum campaign, the team completed more than two hours of senior-level meeting time with organisations including South Wales Police, Greater Manchester Police, National Police Chiefs' Council and the Home Office.

Using the LaunchPad platform before the event, delegates reviewed Priority Dispatch's profile and identified mutual interests before requesting meetings with the team. Leaders from Metropolitan Police, Kent Police, West Midlands Police and Surrey Police were among those who arranged discussions, later developed through pre-scheduled one-to-one meetings in a private residential setting.

By the time the forum began, Priority Dispatch had already identified nine senior contacts with genuine long-term potential, ensuring onsite discussions were highly targeted and commercially relevant.

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**Forum benefits for Priority Dispatch**

For Priority Dispatch, the Police Strategy Forum was first and foremost a strategic market-entry and brand-building exercise. While the business is widely recognised internationally, the team understood that awareness within UK policing needed to be developed well in advance of future procurement opportunities.

The structured nature of the forum was a key differentiator. Because meetings were arranged in advance, the team could properly prepare for each discussion, understand the priorities of each organisation and ensure every conversation was relevant.

Across the two attending representatives, Priority Dispatch completed a substantial schedule of one-to-one meetings with contacts from organisations including North Wales Police, Hertfordshire Constabulary, Durham Constabulary, Polish Police HQ and Estonian PBGB.

The event delivered strong strategic value through relationship-building, increased visibility and future pipeline development. It also gave the team a clearer understanding of the UK policing landscape, including the budgetary pressures influencing short-term buying decisions.

Most importantly, the quality of engagement and long-term opportunity created at the forum led Priority Dispatch's executive leadership team to approve a return to the next event, reinforcing the commercial value of the model.



**Strategic & Commercial Impact**

The forum gave Priority Dispatch valuable time with senior police leaders exploring improvements in control room performance, digital transformation and service delivery, while also introducing the business to organisations not yet familiar with its capabilities.

Several relationships progressed beyond initial conversations into meaningful follow-up discussions after the event, creating a stronger future pipeline within UK policing. The forum also helped the team better understand current priorities and future investment drivers.

The combination of remote pre-qualification meetings and targeted onsite engagement ensured time was spent only with relevant organisations, making the overall experience efficient, focused and commercially valuable.

Overall, the forum helped Priority Dispatch establish credibility in a new market, build relationships with senior decision makers and lay the foundations for future partnerships across the policing sector.

**“Before the forum had even started, we already knew there were eight or nine delegates with genuine long-term potential. Globally we’re well known, but in UK policing we’re still building awareness. The forum helped accelerate that.”**